



**CARSON CITY CULTURE & TOURISM AUTHORITY**  
**BOARD MEETING MINUTES**  
**September 10, 2018**

The regular meeting of the Carson City Culture & Tourism Authority was held Monday, September 10, 2018 at the Carson City Community Center, 851 E. William Street, Sierra Room, Carson City, Nevada beginning at 4:00 p.m.

**PRESENT:** Karen Abowd  
Mike Jones  
Mike Riggs  
Mike Santos  
Stu Wexler

**STAFF PRESENT:** Chris Kipp, CTA Operations Manager  
Linda Macauley, Administrative Assistant  
James Salanoa, Events Manager  
Lydia Bruegge, Marketing Manager

**OTHERS PRESENT:** Elaine Barkdull-Spencer, Manager of the V&T Railway  
Joel Dunn, NV Consulting, LLC  
Mark Salinas, Arts & Culture Coordinator for Carson City  
Sharon Rosse, Capital City Arts Initiative  
Iris Yowell, Carson City Deputy District Attorney

**1. Call to Order.**

**2. Roll call was taken and a quorum was present.**

**3. Mr. Jones** led the Pledge of Allegiance.

**4 .MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**  
Public Comment.

**Ms. Spencer** congratulated and welcomed the new board; she also has started with a new board. The V&T board will be losing a board member, Joel Dunn whose replacement will be decided on tonight. Ms. Spencer gave Mr. Dunn a certificate thanking him for his service. She also thanked Mr. Santos for riding the train yesterday and all of the Board is welcome to come out and take a ride. The Polar Express December VIP tickets are almost sold out. There are 10,000 tickets for the Polar Express. November 16<sup>th</sup> is the kickoff train and all of the board is welcome. Next year is the 150<sup>th</sup> anniversary of the V&T Railway from Virginia City to Gold Hill with a lot of celebrations and will announce plans to extend the Carson City River Canyon run.

**5. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

Approval of Minutes – August 13, 2018 CTA Board Meeting.

**Mr. Riggs** made a motion to approve the minutes.

Second – **Mr. Wexler**

Approved - Unanimously

**6. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –  
FOR POSSIBLE ACTION: Adoption of Agenda.**

As Presented.

**7. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To approve the adjusted CTA FY18 budget report. – **Joel Dunn**

**Mr. Dunn** reported that this will be the last of the FY18 master budget report next month will be the first of FY19. These numbers tonight have not gone through the audit yet, the audit starts next week. The audit numbers will not be back until November. The statement of adjusted revenue totaling \$2,313,213.19. The expenses totaling \$2,210,711.82 including transfer for the Arts & Culture Coordinator being under the City now. And a fund balance for all CTA Funds totaling \$1,614,350.37. **Ms. Kipp** explained the reimbursements/refunds category. **Mr. Dunn** went over the golf marketing fund and an increase in printing costs.

**Ms. Abowd** made a motion to approve the adjusted FY18 budget report as presented to the end of FY2018.

Second – **Mr. Santos**

Approved – Unanimously

**8. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To approve the CTA Statement of Accounts Payable Checks and P-Card report for July, 2018 – **Chris Kipp**

**Ms. Kipp** reported on accounts payable checks for July 2018 totaling \$69,014.08. **Mr. Dunn** reported that he will do a breakdown of the historical data on Sierra Nevada Media Group. **Ms. Kipp** reported on the p-card charges July 5<sup>th</sup> through August 3<sup>rd</sup> in the amount of \$8,732.15.

**Mr. Santos** made a motion to approve the CTA statement of accounts payable checks and p-card charges for July of 2018.

Second – **Ms. Abowd**

Approved – Unanimously

**9. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD'S ATTENTION –**

**FOR POSSIBLE ACTION:** To appoint one member to the Nevada Commission for the Reconstruction of the V&T Railway from among the members of the Carson City Culture and Tourism Board. – **Joel Dunn**

**Mr. Dunn** reported that at the Legislature secession of 2017 SB57 passed which was the decommissioning of the existing V&T Commission and forming a new commission that would be more reflective of the operations. The CTA has one seat on the new Board. The new direction of the new board was able to hire a new Director and Marketing Firm. The new Commission took seats in October of 2017. There are five representatives on the new formed Board. The CTA, Joel Dunn, Board of Supervisors, Nick Marano, two from Storey County, Deny Dotson and Jack McGuffey, Interest of the Governor's Office, Stan Jones. **Mr. Dunn** stated that **Ms. Spencer** has done an exceptional job as the General Manager.

**Mr. Jones** opened up nominations for the V&T Board. **Mr. Santos** reported that he did meet with Ms. Spencer and rode the train and was impressed by the whole experience. Mr. Santos stated that he would be motivated and honored to represent the CTA on this board.

**Ms. Abowd** made a motion to appoint Mike Santos to the Nevada Commission for the Reconstruction of the V&T Railroad pursuant to Section 3 of the Nevada Commission for the Reconstruction of the V&T Railway Act of 1993 as amended by Senate Bill 57 from the 2017 Nevada State Legislative Session.

Second – **Mr. Wexler**

Approved – Unanimously

**10. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

**FOR POSSIBLE ACTION:** To consider allocating \$65,000 per Fiscal Year for five years ending 2023, from the carry over balance of the V&T Capital Projects Fund to the Nevada Commission for the Reconstruction of the V&T Railway for operations.

**Mr. Dunn** reported that he and Mr. Dotson put together a fiscal year budget for the operations for the V&T knowing that were going to be shortfalls and what would be needed to get through the end of the FY18 budget. \$80,000 was allocated which came from a fund that can only be used for the V&T, the V&T Capital Projects Fund. This fund has a carryover of \$575,000 with a minimum balance of \$100,000. Also, taking into account making the bond payment; keeping a \$140,000 in case of a shortfall. The bond payment will sunset in 2023. This would guarantee \$65,000 for the next five years out of this fund. **Mr. Wexler** asked if any other counties contributed. **Mr. Dunn** reported that in the last 6 years he has not seen any contributions. In the last year Storey County has provided funding for maintenance for the operations. The two funding sources right now are Storey County and Carson City. Storey County has also taken on maintaining the budget and operations of the V&T.

**Mr. Santos** made a motion to approve the annual disbursement of five payments ending in 2023 of \$65,000 to the Nevada Commission for the Reconstruction of the V&T Railway from the V&T Capital Projects Fund carry over balance. With the payments contingent upon available balance after the annual bond payment.

Second – **Ms. Abowd**

Approved - Unanimously

**11. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

**MONTHLY NON-ACTION ITEMS:** For Presentation and Discussion Only:

**a. Transient Occupancy Report – Joel Dunn**

Mr. Dunn reported that 2017 was the largest Legislative year so far.

**Room Tax Revenue June 2018**

- ✓ Top 5: \$1,276,396.94 (down 7.5% from 2017)
- ✓ Top 6-13: \$683,167.78 (down 1.9% from 2017)
- ✓ RV: \$46,718.18 (down 7.2% from 2017)
- ✓ Remaining: \$59,421.72 (up 31.2% from 2017)
- Total: \$2,065,704.62 (down 4.89% from 2017)

**Average Daily Rate**

- ✓ Top 5: \$107.28 (down 4.8% from 2017)
- ✓ Top 6-13: \$60.99 (down 1.8% from 2017)
- ✓ RV: \$38.39 (up 12.5 % from 2017)

### Room Revenue

- ✓ Comparing 2018 to 2017  
2018 Calendar Year=\$8,397,783.52; 2017=\$9,322,153.99 (down 9.92%)  
FY (Jul-Jun) 2018=\$20,913,435.78; 2017=\$19,037,593.73 (up 9.85%)
- ✓ Comparing 2017 to 2016  
2017 Calendar Year=\$9,322,153.99; 2016=\$7,496,794.34 (up 24.35%)  
FY (Jul-Jun) 2017=\$19,037,593.73; 2016=\$16,359,509.98 (up 16.37%)

### Trailing 12 report

- ✓ 2018 from 2017 up 9.85%
- ✓ 2018 from 2016 up 27.84%

### RevPar (Revenue per Available Room)

- ✓ Top 5: \$84.80
- ✓ Top 6 -13: \$38.25
- ✓ RV: \$22.89
- ✓ Remaining: \$23.31  
Total: \$55.08 (down 4.0% from 2017)

### Occupancy

- ✓ Top 5: 79.0%
- ✓ Top 6-13: 62.7%  
Total all: 66.52% decrease from 2017 of 68.6%

**Mr. Wexler** reported that he did see where the Per Diem will be going up in October.

#### **b. Marketing Manager Recruitment Update – Chris Kipp**

**Ms. Kipp** reported that the CTA does have a new Marketing Manager who will start on Friday.

**Ms. Bruegge** stated that she did attend the August board meeting and road the V&T the Sunday after which was a great experience. Ms. Bruegge reported that she came from a family business with a recruiting and marketing background and is excited to get started. **Mr. Jones** stated that he was involved in the process of hiring Lydia and was impressed by her and believes we picked the right person. **Mr. Dunn** congratulated her.

#### **c. Events Update – James Salanoa**

- ✓ Outlaw Flat Tract Race – recap
- ✓ Jukebox International Film Festival – Recap
- ✓ Upcoming Sports Tournaments
- ✓ Inter Bike Event

**Mr. Jones** asked if All World Sports has been growing. **Mr. Salanoa** reported that the teams have been declining but is working on maintaining and growing the teams. Some concerns are the declining of youth sports in general.

**Mr. Wexler** asked if the Reno/Sparks facilities have taken any events from here. **Mr. Salanoa** reported that All World Sports does have events that utilizes both fields, but does not believe we have lost any tournaments to Reno.

**Ms. Abowd** asked if Terri McNutt had contacted him about a wrestling tournament they are working on for February at the MAC. **Mr. Salanoa** will check on that. **Mr. Santos** asked if there has been any interest in biking or trail running events. **Mr. Salanoa** reported that Accent Runs has a winter event and is working on helping their event grow but has not been contacted by anyone new.

**d. Arts & Culture Update – Mark Salinas**

**Mr. Salinas** reported that he did meet with some of the new CTA Board to let them know about the last two years and his vision going forward. His presentations have already been presented to the public and according to TMCC the Cultural Commission is to give an annual report to the Board of Supervisors by May first. This presentation will show the work done from April 2017 to April of 2018 and the plan for next year. Mr. Salinas went over some points from the Chairman’s annual report, Terri McBride.

- ✓ Individual Artists and Organizations presented to the Commission
- ✓ Public Attendance at Meetings
- ✓ Grant Workshop/RACC
- ✓ Policies & Procedures
- ✓ Arts & Culture Master Plan
- ✓ Insurance & Maintenance of Art
- ✓ Presentation to the Board of Supervisors
- ✓ Ongoing Cultural Planning
- ✓ Grants Awarded
- ✓ Work Shops/Assisting with Grants
- ✓ Capital Collage 2017
- ✓ Working with Nevada State Museum
- ✓ Working with local Government and local City Departments
- ✓ Dedicated Priority; Policies & Procedures for Public Art
- ✓ Charter of Cultural Commission
- ✓ Continued Growth
- ✓ Attendance Records for Commissioners
- ✓ Sending out Report to Local Artists

**Mr. Jones** stated that he is impressed that Mr. Salinas is working on the Policies & Procedures and getting best practices from around the Country.

**e. Arts & Culture Update – Mark Salinas**

**Mr. Salinas** reported that he has given this update to the BOS and the Trustees of the Library.

- ✓ NEA Big Read Grant/True Grit
- ✓ City Safe Partnership
- ✓ Nevada Day Theme Arts & Entertainment
- ✓ Nevada Day Parade Float
- ✓ Youth Participation
- ✓ Promoting the Events
- ✓ Reimagined Space
- ✓ Rural Roundup/Projects
- ✓ Wheat Paste Art Installation
- ✓ Fire Station 51/Recipes from Charlie Abowd
- ✓ Art Work/Cancelled Deck of Playing Cards
- ✓ Reno Tahoe Airport/Putting up Artwork
- ✓ Film Series
- ✓ Paper Backs
- ✓ Various Classes/Reader Groups
- ✓ Marshall from the State of Nevada
- ✓ Chamber of Commerce/Best Event of the Year
- ✓ Appreciation/Businesses & Individuals

**f. Future Agenda Items – Chris Kipp**

**Mr. Jones** reported that he would like to see the Board discuss at the October meeting; the current independent contractor agreement that will expire in January. Discussion on whether the Board wants to move forward or to have an Executive Director position. **Mr. Dunn** made a recommendation to have the Board add an agenda item for next month; open seat on the Cultural Commission. This was removed from the agenda tonight because the Municipal Codes does not address that the CTA has a seat on the Commission. The CTA does provide over \$200,000 towards the Arts & Culture in Carson City. Mr. Dunn stated he does not want a CTA representative to apply as just General Public, but to have a seat as the CTA which would require a Municipal Code change. He would recommend that we bring back at the October board meeting to advise and request that the BOS address the Municipal Code that the CTA would have a seat on the Commission which is justified with the involvement and financial backing that the CTA provides.

**g. Upcoming Meetings -**

10/08/18 4:00 pm Culture & Tourism Authority Board of Directors

**12. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –**

Board Comments or Announcements and Requests for Information.

None.

**13. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD’S ATTENTION –**

Public Comments.

**Ms. Rosse** reported that CCAI does the exhibitions in this room which is part of the creative growth project along with 16 artists at the Courthouse. All of these Artists have mental disabilities. The Nevada Neighbors has four series a year and handed out the flyer. She hopes that this Board will stay for the following Cultural Commission meeting. The Fall fund raiser will be November 2<sup>nd</sup> at the Adam’s Hub and thanked Mr. Salinas for his work on getting the venues.

**14. MR. JONES BROUGHT THE NEXT ITEM TO THE BOARD –**

**FOR POSSIBLE ACTION:** To Adjourn.

**Mr. Riggs** made a motion to adjourn at 5:26

Approved – Unanimously

Approved: \_\_\_\_\_

**Mike Jones**

Attest: \_\_\_\_\_

**Mike Santos**

Recordings of this meeting are available at the office of the Carson City Culture & Tourism Authority, 716 N. Carson St., Carson City, Nevada 89701.

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